



National Institutes of Health
Combined Federal Campaign 2016
**Deputy and Assistant Coordinator
Leadership Guide**

NIHCFC2016

nihcfc2016.org · NIHCFC2016@mail.nih.gov · 301-827-2726

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Welcome to NIHCFC2016

Dear Campaign Leaders:

Thank you for dedicating your valuable time and talent as a leader of the National Institutes of Health 2016 Combined Federal Campaign (NIH CFC). The campaign would not be possible without people like you who foster a spirit of giving and encourage fellow NIH employees to support the causes they care most passionately about through the CFC.

The National Institute on Drug Abuse (NIDA) is proud to lead the 2016 NIH Combined Federal Campaign (CFC).

As you know, the CFC is the largest and most successful workplace fundraising drive in the world and our opportunity to support our favorite causes easily and efficiently. This year's theme, "Show Some Love", encourages all of us to participate by making a contribution to one or more of the many worthy charities that rely on our donations. There are over 20,000 local, national, and international organizations participating in the 2016 CFC.

The 2016 NIH goal is \$2.2 million. Last year, NIH employees contributed over \$2.3 million and I know we can match that achievement again this year.

Please contact our helpful team in the NIH CFC Office for all campaign related matters—(301)827-2726. We look forward to working with you to make the 2016 campaign a great success.

Joellen M. Austin
Executive Officer
National Institute on Drug Abuse
Campaign Manager

David Daubert
Deputy Executive Officer
National Institute on Drug Abuse
Deputy Campaign Manager

About the Combined Federal Campaign

The mission of the Combined Federal Campaign (CFC) is to provide Federal employees the opportunity to become philanthropists through a cost-efficient and effective program.

Each year, thousands of Federal employees volunteer to implement the campaign and inspire their colleagues to *Show Some Love* to the charities that mean the most to them. Your role is to coordinate the campaign within your department or agency. This guide will serve as a resource for you to plan and manage a successful 2016 campaign. Additional information can be found at cfcncnca.org.

Important Facts

- The CFC is the largest workplace giving effort in the world. Over the past 55 years, Federal employees contributed more than \$8 billion through local campaigns across America and overseas. Last year, the CFC of the National Capital Area (CFCNCA) raised nearly \$47 million for participating charities.
- Giving through the CFC is easy! Simply choose your charity, determine the amount you want to pledge, and complete online at cfcncnca.org or using a paper pledge form.
- The CFC provides a steady source of unrestricted funds to charities throughout the year.

Geographic Boundaries

The CFC allows employees to give to local, national and international charities. Our local area campaign in the Washington metropolitan area includes: the District of Columbia; Prince George's, Montgomery, Calvert and Charles Counties in Maryland; Arlington, Fairfax, Loudoun and Prince William Counties in Virginia. Virginia counties include all separately incorporated cities within the counties such as Manassas in Prince William County. The CFCNCA provides philanthropic opportunities for Federal employees. Only Federal employee contributions from within the geographic boundaries of the CFCNCA are accepted and disbursed to charities. Employees who work outside this area can contact their Local Federal Coordinating Committee or the Office of Personnel Management to determine how to contribute through their campaign.



NIH CFC 2016 Leadership

Lead Institute: National Institute on Drug Abuse (NIDA)

NIH Campaign Co-Chairs:

Dr. Francis Collins, NIH Director

Dr. Nora Volkow, NIDA Director

Steering Committee:

Joellen M. Austin, NIDA EO

Dave Daubert, NIDA Deputy EO

Debra Gale, NIH CFC Program Manager

Christine Brake

David Browne (R&W)

Mary Coates (NINDS)

Gloria Dabbondanza

Mark Fleming

Sharon Goon

Monica Hanson

Ray Hawkins

Jessica Hemmati

Donna Jones

Aaron Martinek

Lanette Palmquist

D'Vonte Putney (NINDS)

Randy Schools (R&W)

Jack Stein

Vivian Yang (NINDS)

IC Leadership Roles:

IC Campaign Coordinator: Your IC Executive Officer.

IC Deputy Campaign Coordinator: A Federal employee who manages the day-to-day operations of the CFC including recruiting Keyworkers, ordering and distributing campaign supplies at his/her department or agency.

IC Assistant Campaign Coordinator: One or more Federal employees who assist the Deputy Coordinator in running the IC's campaign.

Keyworker: A Federal employee who personally reaches out to colleagues to promote the CFC, answers questions about the campaign, ask people to participate in the CFC and collect printed donation forms.

IC Deputy Coordinator Role

- ✓ Be the hands-on leader for your IC's campaign.
- ✓ Lead a team of Keyworkers.
- ✓ Ensure all IC staff are aware of the campaign and are given the chance to donate (100% ask).
- ✓ Monitor your campaign's progress and report regularly to your EO.

Leadership

- Take ownership for creating a successful campaign within your IC.
- Be aware of the campaign timetable. Ensure the IC campaign is well promoted and in pace with the overall NIH campaign.
- Manage your IC's Keyworkers.
- Oversee the reporting and collection of campaign contributions.
- Identify and resolve problems in any area of the IC's CFC.

Getting Started (September/early October)

- Meet with former campaign workers to learn the history of the IC's CFC. Analyze the previous campaign's performance—what worked, what needs improvement.
- Review your IC's structure. Count all the physical locations of your IC and obtain the number of employees in each office.
- Coordinate with Monica Hanson to order CFC supplies for your IC. Distribute supplies to each of your IC Keyworkers at your Keyworker Training.
- Meet with your Executive Officer to:
 - Ask him or her to personally thank your Keyworkers for their participation in making the campaign a success.
 - Schedule regular communications to report on your IC's weekly progress.
 - Request help with enlisting your IC Director's involvement in the CFC including participating in the NIH Directors Challenge, sending messages to your IC's staff, and recognizing your IC's Keyworkers.

- Make an action plan for your campaign that fits both with your IC's culture and CFC traditions. Include:
 - A timetable for Keyworkers for reaching out to their contacts.
 - Messages from your IC's leadership promoting the CFC across your IC.
 - Special events and activities that create awareness.
- Use tools from cfcnca.org and cfc.nih.gov websites to promote the campaign across your IC.

Recruiting and Managing Your IC's CFC Team

- Recruit a CFC leadership team of Assistant Coordinators and other campaign volunteers to assist you in leading your IC campaign.
- Recruit Keyworkers, and organize and host Keyworker training session(s).
- Invite Keyworkers to the CFC Kickoff on Wednesday, September 28, 11 am to 1 pm, Building 1 and all other NIH CFC events.
- Monitor Keyworkers by:
 - Communicating with each Keyworker at least once per week.
 - Confirming whether your Keyworkers are meeting with each of their contacts. *Your goal is "100% Ask"—that every employee is aware of the campaign and has the information needed to make a pledge.*
 - Identifying Keyworkers who are not having success reaching their contacts, and giving them the support they require.
- Plan one or more special ways to recognize your Assistant Coordinators and Keyworkers at the conclusion of the campaign.

Reporting (Detailed instructions under "Reporting" tab. Starts October 6.)

- You are responsible for collecting and reporting paper pledges only. There is no paperwork to collect for online pledges and donations.
- Establish an account in Nexus (cfcnexus.org/cfcnca/). Nexus is the online system used by CFCNCA for reporting paper pledges collected and tracking IC progress to goal.
- Collect completed Pledge Form Carriers (Form 100) from each Keyworker weekly. Review for accuracy and completeness.
- Prepare plastic deposit bags by putting all carrier white pockets inside the deposit bag and attaching all yellow pockets to the outside of the deposit bag. (NIDA will deliver the payroll deduction pledges to the appropriate Payroll Office.)
- If on campus, turn in completed deposit bags to the NIH Federal Credit Union in Building 31 by 12 noon on Thursdays. If off-campus, give deposit bags to Monica Hanson at the scheduled pick-up time on Thursday mornings. (See "Report Day Schedule".)

Campaign “Don’ts”

These coercive practices are strictly prohibited by the CFC:

- x Setting a goal of 100% participation.
- x Developing or using lists of non-contributors or providing and using contributor lists for purposes other than the routine collection and forwarding of contributions.
- x Using an employee’s decision to donate or not to donate as a factor in the employee’s performance appraisal.
- x Asking employees which charities they designated.
- x Having supervisors solicit their direct reports.
- x Soliciting pledges from outside the CFC of the National Capital Area. A Federal employee may participate in particular CFC only if that employee’s official duty station is located within the geographic boundaries of the CFC.

If you or your colleagues have a question or concern about this topic, please contact the CFC Office at (301)827-8726 or nhcfc2016@mail.nih.gov.

Keyworkers

Recruiting Keyworkers

Trained, enthusiastic Keyworkers are your key to a successful campaign. Ideally, you will need one Keyworker for every 15-20 employees.

Who makes a good Keyworker?

- Successful Keyworkers from last year.
- Someone who has a connection with one of the CFC charities or who enjoys giving back to his or her community.
- Well-liked, respected employees who follow through on their responsibilities, are effective communicators, and represent a diverse set of cultures and demographics.

How do I recruit Keyworkers?

- Seek support from your IC EO.
- Ask for volunteers first, and then if necessary, assign friendly, capable people to be Keyworkers.
- Make sure the candidate's supervisor is aware and supportive of this responsibility.
- Make the employee feel good about the position he or she is being asked to fill. Say something like, "You would be a wonderful Keyworker. You follow through on details and you're well-liked."

Other important considerations:

- Don't select Keyworkers from among the newest staff. The CFC shouldn't be used as a way for "the newbie" to meet everyone in the office.
- Try to have a diversity of positions and grade levels represented. Bear in mind that lower-grade workers may be intimidated to approach higher-grade employees.

Keyworker Training

- Schedule a place and time.
 - Allow for at least 1 hour for Keyworker training and an additional 30 minutes to review reporting procedures with your CFC trainer and your IC coordinators.
 - Find a meeting space with the ability to show PowerPoint slides and with internet so you can access the cfc.nih.gov and CFCNCA.org sites.
- Send an Outlook meeting request to Christine Brake to reserve your date and time (between 8 am and 4 pm). Please wait for confirmation that your meeting request is accepted before you invite your Keyworkers.
- Make sure you will have your CFC supplies in hand at the time of your event. Give each Keyworker:
 1. A Keyworker Guide,
 2. A list of people they will be responsible for contacting (referred to as “contacts”),
 3. Enough supplies for all of his/her contacts. Call Monica Hanson, 301-792-5673, if you have questions about supplies.
- Ask your IC Executive Officer and/or Deputy Executive Officer and your IC Director to stop by your Keyworker Training to personally thank Keyworkers for their service.
- Send your Keyworkers an invitation. Ask each Keyworker to RSVP.
- If your IC is large and/or spread across multiple buildings, you may want to organize more than one Keyworker training session.

Here is a sample Keyworker Training Agenda:

Keyworker Training Agenda

Welcome by IC Deputy Coordinator

5 minutes

- Welcome remarks
- Introductions

Keyworker Training led by NIHCFC team member

45 minutes

- About the CFC
- Role of Keyworker
- Supplies
- How to pledge
 - myPay for paperless payroll deduction pledges
 - CFC Nexus for debit, credit, and electronic check pledges
 - Paper pledge forms for payroll deduction, check, and cash pledges
- Handling paper pledges
- Thanking donors
- NIH-wide Events and Activities
 - Kickoff
 - Directors Challenge
 - CFC “Show Some Love” Days
 - Show Your Cause-October 11
 - Show Some Moves Challenge—November 1
 - Random Acts of Kindness—November 21
 - R&W Drawing
- Questions and Concerns

IC’s CFC plans lead by IC Deputy Coordinator

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- Distribute list of contacts
- Discuss IC activities

After your Keyworker training, please reserve 30 minutes to meet with NIH CFC team member to review reporting procedures and the Nexus system.

Supplies

NIDA is ordering supplies for each IC. Monica Hanson will contact each IC Deputy Coordinator to coordinate supply ordering and delivery. Supplies will be delivered to your IC.

Each IC will receive:

- 2016 Catalog of Caring
- Campaign Cards
- Paper Pledge Forms
- Second Touch/Thank You Cards
- Posters
- Pledge Form Carriers (Form 100)*
- Plastic Deposit Bags (Form 300)*
- Keyworker Guides

** You may use carriers and bags left over from past campaigns.*

Additional supplies that are available are:

- Eagle and Double Eagle Award Lapel Pins for employees who pledge 1 percent or 2 percent of their yearly salaries, respectively. Pins will be available upon request starting in November 2016.
- Promotional items to use at your special events—as supplies last.
- Certificates of Appreciation for Keyworkers—will be produced and distributed in January 2017.

Need more supplies?

Call Monica Hanson at 301-792-5673 to request more supplies. **Note:** If you are located off-campus, Christine Brake or Monica will have supplies on hand during the Thursday Report Day pickups.

Questions?

Contact Monica (301-792-5673 or nihcfc2016@mail.nih.gov) if you need assistance with supplies or have any questions.

Pledging and Reporting

All Around Giving (Formally known as “Universal Giving”)

Donors can designate their contribution to more than 20,000 charities, including those from the D.C. Metro area as well as towns and cities across the country. They can also choose to designate national and international charities.

- Donors can designate any charity in any CFC, not just those in the National Capital Area campaign.
- All 20,000 charities have a unique 5-digit code.
- All 20,000 participating charities can be found through the online charity search at cfc.nih.gov, CFCNCA.org, CFC Nexus, and myPay.
- Note that the printed catalog only includes CFCNCA charities, numbering about 4,500. Encourage people to use the online charity search for the most options.

Nexus—CFCNCA's online pledging and reporting system

Nexus (cfcnexus.org/cfcnca/) is the name of the CFCNCA's online pledging and reporting system. NIH staff use Nexus to make a debit, credit, or e-check pledge. Campaign coordinators use Nexus to report pledges and to track their IC's campaign progress.

All users must register in Nexus first, before you can access the system's functions. If you were registered as a campaign coordinator last year, you will need to update your Nexus profile. If you are a new user, you need to register for the first time.

Step-by-Step Instructions for Registering in Nexus

Returning Nexus Users: Update Your Nexus Profile

- Step 1. Go to cfcnexus.org/cfcnca/ or go to cfcnca.org and click on "Nexus"
- Step 2. Once in Nexus, click on "login"
- Step 3. Enter your username and password. There are help buttons if you need to reset your username and/or password.
- Step 4. Update your profile
 - a. Select your Agency (NIH ICs are under Department of Health and Human Services, and then under HHS National Institutes of Health)
 - b. Confirm your name and email address
- Step 5. Once you see the green smiley face, you are done! You will soon have access to the Nexus reporting functions.

New Users: Register

- Step 1. Go to cfcnexus.org/cfcnca/ or go to cfcnca.org and click on "Quick Links" and then "Nexus"
- Step 2. Once in Nexus, click on "Sign Up"
- Step 3. Select your IC ("Agency Group"). Select your Agency (NIH ICs are under Department of Health and Human Services, then under HHS National Institutes of Health)
- Step 4. Complete your registration by adding your name, email, a username and a password.
- Step 5. When you see the green smiley, you are almost done.
- Step 6. An email will be sent to you that has a link that needs to be clicked for you to authenticate your email. Once you authenticate your email, you will be registered. You will be given access to the Nexus reporting functions shortly after.



CFC EXUS

Paper Pledge

- Donors must submit paper pledge forms to their Keyworker.

2016 Combined Federal Campaign of the National Capital Area www.cfcnca.org CFC Campaign Number 0990		CITY/STATE CODE 110010 ATTENTION PAYROLL OFFICES: Use this number only to identify the local campaign		
Last Name		First Name	MI	Reporting Unit Number
Work Address			Work Zip Code	Work Phone Number
ALLOTMENT SOURCE	PAY PERIOD AMOUNT	INTERVAL	TOTAL GIFT	
<input type="checkbox"/> Military Payroll Branch of Service: _____		x 12 months		
<input type="checkbox"/> Civilian Payroll Agency: _____		x 26 pay periods		
<input type="checkbox"/> CASH (U.S. dollars only) or CHECK Number _____ (Payable to the CFCNCA) AMOUNT \$_____ DATE OF CONTRIBUTION ____ / ____ / ____				
PAYROLL DEDUCTION AUTHORIZATION I hereby authorize any agency of the United States Government by which I may be employed during 2017 to deduct the amount(s) shown above from my pay each period during the calendar year 2017 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the Combined Federal Campaign shown above. I understand that this authorization may be revoked by me in writing at any time before it expires.				
Signature _____ Date _____				
For EAGLE AWARD (1% of gross pay) initial here: _____ For DOUBLE EAGLE AWARD (2% of gross pay) initial here: _____				

DESIGNATED GIFTS: To designate to one or more charities or federated groups, fill in the charity code(s) and dollar amounts below. Undesignated gifts are distributed among all organizations in proportion to their pledges.

Charity Code	Annual Amount
<div></div>	\$ <div></div>
<div></div>	\$ <div></div>
<div></div>	\$ <div></div>
<div></div>	\$ <div></div>
<div></div>	\$ <div></div>
<div></div>	\$ <div></div>
TOTAL	\$ <div></div>

INFORMATION RELEASE (OPTIONAL)

Any information you enter below will be released, along with your name, to the charity(ies) to which you made a pledge. Do not enter your work address or e-mail.

Home address: _____

Personal e-mail address: _____

☐ In addition to my contact information, I authorize the CFC to release the amount of my pledge to the charity(ies) I designated above.

CFC organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge form.

OPM 1654
Rev. Jun 2016

PLEASE USE BLUE/BLACK BALL POINT PEN & WRITE FIRMLY

COPY #2- CFCNCA

Processing Pledges

Paperless Online Payroll Deduction

myPay is the only on-line system available for payroll deduction for HHS employees. myPay pledges are paperless--there are no paper forms for Keyworkers or Coordinators to collect. Your IC's reporting unit will receive credit for all online payroll deduction pledges made by your IC's employees.

Credit, Debit, and e-Check Pledges

Everyone can make a credit, debit, and e-Check pledge online through Nexus—CFCNCA's online giving site. Credit, debit, and e-Check pledges are paperless—there are no paper forms for Keyworkers or Coordinators to collect. Your IC's reporting unit will receive credit for all online credit, debit, and e-check pledges made by your IC's employees.

Paper Pledges by Payroll Deduction, Check, and Cash

For payroll pledges

1. Make sure the donor has filled in all the required information.
 - Is the handwriting legible?
 - Did the donor include their full name?
 - Are all calculations accurate?
 - Are the last four digits of the Social Security Number clear?
 - Has the donor signed the form?
2. Put the white copy of the form in the "White Copies Only" envelope.
3. Place the yellow copy of the form in the "Yellow Copies Only" envelope.
4. Return any the blue copies you have to the donor. The blue copy is their receipt.

For cash or check gifts

1. Make sure the donor has filled in all the required information
 - a. Is the handwriting legible?
 - b. Are all calculations accurate?
 - c. Is the check complete and made payable to "CFCNCA"?
2. Attach the check or cash to the white copy of the paper pledge form and place it in the "White Copies Only" envelope. Return the Blue and Yellow copies of the paper pledge form to the donor. Remind the donor that the blue copy is their receipt.

Completing a Pledge Form Carrier

1. Double check that the white and yellow copies for each pledge are in the correct envelope.
2. Staple confidential gifts to the outside of the Pledge Form Carrier near the upper right corner of the carrier. (Look for staple icon.)
3. Fill out the Pledge Form Carrier:

Barcode Area: 200000

CFCNCA Pledge Form Carrier

1717 H Street NW, Suite 800 Washington, DC 20006
Telephone: 202-465-7200

KEYWORKER'S SUMMARY

FROM: Keyworker Ken Keyworker Phone (202) 55

Office/Division/Branch/Section Section Something

CFC Reporting Number 2 4 6 8 3 5 7 Date 9/1/15

It is vital that you include your reporting number.

The total pledged by people giving through payroll deduction. Do not include online pledges.

NUMBER of Pledges	CFCNCA Auditor Use Only	AMOUNT
Pledge Payroll Deduction <u>2</u>		\$ <u>521.00</u>
by Cash / Check <u>5</u>		\$ <u>407.00</u>
of Confidential Pledges <u>1</u> (open confidential gift envelopes)		DO NOT OPEN Confidential Gift Envelopes
Event Donors <u>8</u>		\$ <u>85.00</u>
		\$ <u>1013.00</u>

The total money you collected in cash or checks.

The total raised through an event. Don't forget to include Form 150, which you can find at cfcnca.org under the Campaign Workers tab.

How many people gave by
1) Payroll
2) Cash/Check
3) Confidential Gifts

STAPLE ANY CONFIDENTIAL GIFT ENVELOPES HERE

Processing Deposits

Deputy Coordinators are responsible for collecting paper pledges from their Keyworkers and reporting those pledges weekly, every Thursday during the campaign (except weeks with Federal holiday's falling on Thursdays). The first report day is Thursday, October 6, 2016.

Collect and Double-Check

1. Set a weekly deadline for your Keyworkers to submit all pledge forms they have collected.
2. Open each Pledge Form Carrier (Form 100) and review the Keyworker Summary and pledge forms. Remember, all checks must be payable to CFCNCA. CFCNCA cannot accept checks made payable to charities.
3. For Special Events Proceeds, confirm that the Special Events Proceeds Form (Form 150) is accurate and complete. You can find the form at cfcnca.org under Campaign Workers, Training Resources (cfcnca.org/resource/special-events-proceeds-form). Whenever possible, please convert coins to dollar bills. Excessive coins will tear the Pledge Form Carrier.
4. Return incorrect Pledge Forms and miss addressed checks to Keyworkers so they can contact the donors for corrections.

Enter data into CFC Nexus

5. Log on to your CFC Nexus account at cfcnexus.org/_cfcnca/ or by going to cfcnca.org and following the links to Nexus.
6. Complete the online Deposit Form (Form 200). Use only one line on the Form 200 per Pledge Form Carrier (Form 100). Print the form. Note that two copies will print—one marked audit and one marked receipt.

Prepare your Deposit Bag

7. Separate each Pledge Form Carrier (Form 100) you reported into two parts: white pocket and yellow pocket.
8. Put all white pockets into the plastic deposit bag. Attach the yellow pockets to the outside of the deposit bag. NIDA will deliver these forms to the appropriate payroll office.

9. Put the printed deposit report labeled “audit copy” in the outside pocket of the deposit bag.
10. Seal the Plastic Deposit Bag (make sure you only have white pockets inside before you seal). Note: the plastic bags are “tamper-proof” and, once sealed, cannot be reopened. If you need to open the plastic deposit bag, you must reenter the deposit under a new plastic deposit bag number. If you need further information, contact the NIH CFC helpdesk at (301)827-2726.

Deliver your Deposit Bag

- On Campus: Deliver deposit bag(s) to NIH Federal Credit Union in Building 31 branch by 12 noon on Thursdays. Bring your receipt copy of the form 200 for the Credit Union staff to sign—**this will be your receipt.**
- Off-Campus Coordinators: Deliver your deposit bag(s) to Monica Hanson or Christine Brake at one of the scheduled pick-up locations (see “Report Day Schedule” on the next page).

Common Pledge Form Errors

- × Pledge form is illegible.
- × Donor s name is incomplete and does not match the employees NIH Payroll Records.
- × Total gift and annual amount are incorrect.
- × Invalid charity code.
- × Reporting unit number is missing.
- × Payroll deduction pledge is not signed.
- × Social security number or EIN is missing on payroll deduction pledge.

Report Day Schedule

Every Thursday beginning October 7, 2016 and ending December 22, 2016.

Exceptions: There will be no off-campus pickups on:

- ✓ Thursday, November 24 (Thanksgiving Day)
- ✓ Thursday, December 29 (Thursday between Christmas and New Year's Day)

<u>On Campus</u>	Deliver to: NIH Federal Credit Union Building 31/A – 1st Floor by 12 noon on Thursday
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<u>Off Campus</u>	
Time	Address
9:30 am	5635 Fishers Lane
9:40 am	5601 Fishers Lane (NIAID Building)
9:50 am	Twinbrook NIAID Complex
10:05 am	NSC, 6001 Executive Boulevard
10:15 am	6011 Executive Boulevard
10:30 am	2115 East Jefferson
10:40 am	6100 Executive Boulevard
11:10 am	Rockledge II
11:20 am	Rockledge I
11:30 am	Fernwood-Pond Side
11:50 am	Two Democracy
Friday mornings, as needed	NCI Shady Grove 9609 Medical Center Drive, Rockville, MD

Did you miss your pick up? Need to make a special arrangement?

Call Monica at 301-792-5673 for instructions on dropping off your deposit, or you may bring it to the NIH Federal Credit Union Branch in Building 31/A, 1st floor, by 12:00 p.m. on Thursdays.

2016 CFCNCA Reporting Numbers

4090300	NCI DCTD	NCI Division of Cancer Treatment and Diagnosis
4090500	NCI DCB	NCI Division of Cancer Biology
4090600	NCI DCCPS	NCI Division of Cancer Control and Population Sciences
4092700	NCI OD	NCI Office of the Director
4092900	NCI DCP	NCI Division of Cancer Prevention
4093000	NCI DEA	NCI Division of Extramural Activities
4098500	NCI DCEG	NCI Division of Cancer Epidemiology and Genetics
4098200	NCI CCR	NCI Center of Cancer Research
4090400	NCCIH	National Institute for Complementary and Integrative Medicine
4092000	NIDCD	National Institute on Deafness and Other Communications Disorders
4092100	CC	NIH Clinical Center
4092200	CIT	NIH Center for Information Technology
4092300	CSR	NIH Center for Scientific Review
4092400	NHGRI	National Human Genome Research Institute
4092600	FIC	Fogarty International Center
4093100	NEI	National Eye Institute
4093200	NHLBI	National Heart, Lung, and Blood Institute
4093300	NIA	National Institute on Aging
4093400	NIAID OD	National Institute of Allergy and Infectious Diseases, Office of the Director
4093410	NIAID DIR	NIAID Division of Intramural Research
4093420	NIAID ED	NIAID Extramural Divisions
4093430	NIAID DCR	NIAID Division of Clinical Research
4093440	NIAID VRC	NIAID Vaccine Research Center
4093500	NIDDK	National Institute of Diabetes and Digestive and Kidney Diseases
4093600	NICHD	National Institute of Child Health and Human Development
4093700	NIDCR	National Institute of Dental and Craniofacial Research
4093800	NIGMS	National Institute of General Medical Sciences
4093900	NINDS	National Institute of Neurological Disorders and Stroke
4094000	NLM	National Library of Medicine
4094200	NIAMS	National Institute of Arthritis and Musculoskeletal and Skin Diseases
4094300	NINR	National Institute of Nursing Research
4094400	OD	NIH Office of the Director
4094401	ORS/ORF	NIH Office of Research Services/Office of Research Facilities
4095500	NIAAA	National Institute on Alcohol Abuse and Alcoholism
4095600	NIDA	National Institute on Drug Abuse
4095700	NIMH	National Institute of Mental Health
4095800	NIMHD	National Institute on Minority Health and Health Disparities
4097700	NIBIB	National Institute of Biomedical Imaging and Bioengineering
4094220	NCATS	National Center for Advancing Translational Sciences
5001500	NIEHS-B	National Institute of Environmental Health Sciences-Bethesda-area staff only

Promoting Your Campaign

- **100% Ask.** Give each of your Keyworkers a list of employees to contact. Compare Keyworker contact lists with IC staff list to make sure every Federal employee at your IC has a Keyworker assigned to them. Follow up with your Keyworkers to make sure every federal employee in your IC receives a campaign card and knows how to pledge.
- **Promote payroll deduction.** Payroll deduction makes it easy to make small biweekly contributions that add up to significant impact. And by using myPay, payroll deduction pledging is easy, fast, and secure. In your CFC communications, let everyone in your IC know that every pledge counts, even if it is just \$1 per pay period.
- **Hang posters and Keyworker signs.** Placing posters in break rooms, bathrooms, hallways, and other public gathering places lets your agency know that it's time to give to CFC. Make sure every building where your IC has staff has posters on display. Ask your Keyworkers to post a "I'm Your Keyworker" sign in their office/area with their photo, name, your IC's reporting unit number.
- **Publicize the NIH-wide special events.** Encourage staff at your IC to participate in:
 - NIHCFC Kickoff, September 28
 - "Show Your Cause" Day, October 11
 - Directors Challenge, October 13
 - R&W Halloween CFC Fair, October 27
 - "Show Some Moves" Challenge, November 1
 - "Random Acts of Kindness" Day, November 21
 - "Giving Tuesday", November 29
- **Hold special events.** See "Hosting Events at Your IC" for more detailed information.
- **Utilize the Web, social media, and email.** Use your IC's intranet and e-newsletters to publicize the campaign. You can develop a special CFC section on your IC's intranet site that highlights the campaign, identifies your IC's Keyworkers and reporting unit number, offers links to myPay, and shows off photos of your campaign activities and your IC's progress towards your goal.

Hosting Events and Other Activities at your IC

Be sure to clear all events through your IC's Ethics Officer.

Why?

Events and activities are a great way to build awareness for the campaign across your IC. They give you the chance to involve more people in the campaign, increase contributions, and move toward your fundraising goal.

When?

Create a timeline of activities so that the campaign is well promoted throughout the October, November, and December. "Early bird" events can help get your campaign get off to a strong start. Raffles and bake sales are good countdown activities. Invite your IC's senior staff to participate to show their support for CFC.

Can I invite a charity to my event?

Yes. Monica Hanson at the NIH CFC office can assist you with inviting a variety of CFCNCA charities to your event (monica.hanson@nih.gov).

Ideas to consider:

- Charity Fairs and Guest Speakers
- Coffee Morning and Afternoon Tea Socials
- Bake Sale, Chili Cook-off, Pizza Party
- Ice Cream Socials
- Quiz Contests and "Guess-How-Many" Challenges
- Jean, Sports Jerseys and "Ugly Sweater" Days
- Door Decorating Contests
- Fun Run/Walk or Yoga-Zumba-Exercise-a-thon
- "Frisbee Golf", mini golf, and other sporting games
- Pet Photo Contests
- Closing ceremonies and finales give everyone a chance to celebrate and show appreciation

How to handle donations collected at events:

1. Download and print a paper copy of the **Special Events Proceeds Form** (Form 150) from cfcnca.org. (cfcnca.org/resource/special-events-proceeds-form). Complete the form. Obtain signatures from two employees to verify accuracy of the total funds collected. Keep a copy for your records.
2. Paper clip the event funds to the Form 150 and insert into a Pledge Form Carrier (Form 100). Whenever possible, please convert coins to dollar bills. Excessive coins will tear the Pledge Form Carrier. Submit the carrier with your next deposit.
3. Log on to Nexus and complete the line item in the Deposit Bag (Form 300) to report event donations. Also enter this amount on the Total Special Event Proceeds line on the outside of the plastic Deposit Bag (Form 300). Put the carrier along with the others you have entered into the deposit into the Plastic Deposit Bag.
4. Remember any funds collected at special events should be submitted as "Undesignated".

R&W Drawing

What is it?

The NIH Recreation and Welfare (R&W) Association, which serves the NIH and NOAA communities, sponsors an annual NIH-wide drawing to support the NIH's CFC. The drawing is a positive way to promote the campaign and to encourage giving by the official CFCNCA deadline of December 15, 2016. (We can still accept pledges after December 15, but that is the end of the solicitation period and we can no longer "ask" for donations.)

Who is eligible?

Enter a ticket for everyone in your IC who donates \$26 or more (as little as \$1 per pay period) to the 2016 NIH CFC. Ask your Keyworkers to check with each of their contacts to make sure those who gave online are included.

Attached is a flyer that Keyworkers can pass out, along with a sheet of entry tickets. Note: anyone may enter the drawing by stopping by the R&W office in Building 31, B1-W30 and filling out an entry form.

What do I do with the tickets?

Collect entry tickets from your Keyworkers.

Clip entry tickets to the outside of your deposit bags. (Don't seal them inside the deposit bag. If you do not have a deposit bag, put entry ticket in envelop marked "R&W Drawing tickets" and submit as you would a deposit bag.) You may also deliver entry tickets to the R&W Office.

When is the deadline?

December 15, 2016 is the deadline for entering the drawing. The actual pulling of the winning tickets will take place within the next week (date TBD). Winners will be notified.

Note: For ICs located off-campus, all entry tickets collected before the deadline can be attached to the outside of the deposit bag during the regular scheduled December 17 pick-up.

How do we use this drawing to help reach our IC's goal?

• **Ask your Keyworkers to go back to each of their contacts.** The drawing is a positive way for Keyworkers to follow up. Ask that your Keyworkers go back to each contact to tell them about the drawing and ask if they would like to be entered. Keyworkers might say, *"Do you know about the R&W Drawing? I can enter the name of everyone who gives at least \$1 per pay period (or \$26 or more). Do you want me to enter your name? If you give online, I won't know so please tell me so that I can enter your name. You don't have to show me your receipt. Just tell me. The deadline to enter is December 15."*

- **Has every Keyworker submitted tickets?** The drawing is an opportunity to assess the progress of each of your IC's Keyworkers. Count how many drawing entry tickets each Keyworker has submitted. None? Meet with that Keyworker to see what might be wrong. Do they understand how the drawing works? Did they speak to their contacts? Did everyone get a pledge form?

- **Are you getting tickets from all your IC's buildings, divisions, offices, and labs?**

By looking at the entry tickets, you can check to see that everyone on your IC's staff has been contacted. If you notice that you have no drawing entries from a particular building, division, lab, floor, etc., check in with that area's Keyworkers to confirm that they have pass out pledge forms to each of their contacts.

Questions? Contact the NIH CFC office at 301-451-6821, NIHCFC2015@mail.nih.gov, or David Browne, NIH R&W, at 301-402-6464.



NIH CFC R&W Drawing

Enter for your chance to win!

**Make a contribution
of at least \$1 per pay period,
or a one-time donation of \$26 or more,
to the NIH Combined Federal Campaign (CFC),
and ask your CFC Keyworker to enter your name.**

Deadline to enter: December 15, 2016

**Ten lucky winners will be chosen! Fun Prizes!
Enter today!**

Thank you for your support of the CFC!

Everyone is welcome to participate and no donation is required.

Contact the R&W at 301-402-6464 for more information about the drawing and how to enter your name to win.

✂.....(Return this form to your CFC Keyworker or your CFC Coordinator).....

NIH CFC 2016 R&W Drawing Entry Form

Name: _____ IC: _____

Phone number or E-mail address: _____

Building: _____ Keyworker's Name: _____

NIH CFC 2016 R&W Drawing Entry Form

Name: _____ IC: _____

Phone number or E-mail address: _____

Building: _____ Keyworker's Name: _____

✂ _____

NIH CFC 2016 R&W Drawing Entry Form

Name: _____ IC: _____

Phone number or E-mail address: _____

Building: _____ Keyworker's Name: _____

✂ _____

NIH CFC 2016 R&W Drawing Entry Form

Name: _____ IC: _____

Phone number or E-mail address: _____

Building: _____ Keyworker's Name: _____

✂ _____

NIH CFC 2016 R&W Drawing Entry Form

Name: _____ IC: _____

Phone number or E-mail address: _____

Building: _____ Keyworker's Name: _____

Awards and Recognition

Reporting Unit	Campaign Worker	Donor
<ul style="list-style-type: none"> • President’s Award for reporting units with 75 percent employee participation or \$275 per capita gift. • Chairman’s Award for reporting units with 67 percent employee participation or \$225 per capita gift. • Honor Award for reporting units with 60 percent employee participation or \$175 per capita gift. • Merit Award for reporting units with 50 percent employee participation or \$125 per capita gift. 	<ul style="list-style-type: none"> • Certificates of Appreciation for each Keyworker. These will be provided to you at the end of the campaign (projected delivery: February 2016). • Certificates that you can download and customize: <ul style="list-style-type: none"> -Special Service -Most Valuable Fundraiser 	<ul style="list-style-type: none"> • Eagle and Double Eagle Lapel Pins for donors who give 1 percent or 2 percent of their gross annual salary, respectively. This is a self-reported award. Donors choose to be recognized by selecting the “Eagle Award” box on paper pledge forms or by telling their Keyworker. Eagle pins will be provided to you (projected delivery date: November 2015).

Event for the End of Your Campaign

Closing events and awards ceremonies are essential for recognizing all the workers and donors involved in the campaign.

Within your IC, host a closing and award event for your Keyworkers to thank them for their work. Invite your IC Executive Officer and/or your IC Director to personally thank your Keyworkers.

NIH will hold an Awards Ceremony for all Coordinators, Deputy Coordinators, and Assistant Coordinators in March 2017. You will receive an email invitation to this event in February 2017.

FAQs

How important is the CFC?

The CFC of the National Capital Area is the largest workplace giving campaign in the world. Last year, you and your coworkers gave over \$49 million to CFC charities. Over the past 54 years, Federal employees contributed more than \$7 billion through 150 different CFC campaigns across America.

Is there a minimum donation?

Any and all donations are welcome and appreciated, although for payroll deduction there is a \$1 minimum deduction per pay period. Payroll deduction makes it easy to give a small amount each pay period that adds up to an impressive contribution. (Of course, there is no maximum gift.)

How do charities become part of the Catalog for Caring?

Charities apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit IRS Form 990, describe its human health and welfare benefits, and meet other requirements. Application information can be found at www.cfcnca.org or www.opm.gov/cfc.

Why do charities love the CFC?

CFC provides a critical source of revenue for many charities. It also offers exposure for the charities to new potential donors. To thrive, charities require diverse streams of income, including from foundations, corporations, direct mail, special events, and CFC. CFC donations are especially valued because they are unrestricted funds, which allow nonprofit organizations to determine how to most effectively respond to community needs. Equally important, CFC provides them with a source of funds they can count on throughout the year.

Will my contribution really make a difference?

Absolutely! Just look at these examples:

- \$75 per pay period helps a community in Africa enjoy safe drinking water.
- \$50 per pay period protects a crucial wildlife habitat for an endangered species.
- \$35 per pay period provides an injured veteran with physical rehabilitation and support.
- \$20 per pay period trains volunteers to advocate for abused and neglected children.
- \$12 per pay period shelters and feeds a family devastated by a tornado.
- \$6 per pay period delivers nutritious meals to a senior citizen with dementia.

What happens to undesignated donations?

All undesignated donations are combined and then shared proportionately among all charities and federations that received designations.

If someone donates by check, who should the check be made payable to?

Checks must be made payable to CFCNCA. They cannot be payable to individual charities.

What about staff outside the National Capital area, can they donate?

Only Federal employees with an official duty station in the geographic region of the Greater Washington, DC Metropolitan Area; Prince George's, Montgomery, Calvert and Charles Counties in Maryland; Arlington, Fairfax, Loudoun and Prince William Counties in Virginia. Virginia counties include all separately incorporated cities within the counties such as Manassas in Prince William County can give through the CFCNCA. The geographic boundaries are established by the Office of Personnel Management. Only Federal employee contributions from within the geographic boundaries of the CFCNCA are accepted and disbursed to charities. To find out what campaign your IC's staff with duty stations outside the National Capital Area are in go to <http://www.opm.gov/combined-federal-campaign/find-local-campaigns/locator/>.

How can I get help or more information?

You can visit cfc.nih.gov, where you'll find information about the campaign including resources for Deputy and Assistant Coordinators and Keyworkers. You can also receive support as well as answers to your questions by contacting the CFC office at 301-451-6821, or nihcfc2015@mail.nih.gov.

CFC Glossary

Combined Federal Campaign (CFC): The world's largest workplace giving effort. All Federal employees are given the opportunity to participate, and contractors and retired employees may participate on their own initiative. Donors select specific organizations to support or give undesignated gifts that the campaign then distributes across all the charities participating in the CFCNCA. Across the country, the CFC has raised more than \$7 billion in the past 50 years.

Combined Federal Campaign of the National Capital Area (CFCNCA): The CFC is divided into regional campaigns. Only Federal employees with an official duty station in the geographic region defined below can give through the CFCNCA. Most NIH employees based in and around Bethesda are part of the CFCNCA:

- The Greater Washington, DC, Metropolitan Area
- Prince George's, Montgomery, Calvert and Charles Counties in Maryland
- Arlington, Fairfax, Loudoun and Prince William Counties in Virginia

IC Assistant Campaign Coordinator: One or more Federal employees who assist the Deputy Coordinator in running the IC's campaign.

IC Campaign Coordinator: Your IC Executive Officer.

IC Deputy Coordinator: A Federal employee who manages the day-to-day operations of the CFC including recruiting Keyworkers, ordering and distributing campaign supplies at his/her department or agency.

Keyworker: A Federal employee who personally reaches out to colleagues to promote the CFC, answers questions about the campaign, ask people to participate in the CFC and collect printed donation forms.

Lead IC: The NIH Institute or Center that is responsible for hosting the NIH CFC. This year NIDA is the lead IC for the NIH campaign.

Local Federal Coordinating Committee (LFCC): Federal leaders who provide regulatory oversight of the campaign.

Payroll Deduction (PRD): An option for contributing to charity through CFC that allows Federal employees to make a contribution and spread payments over 26 pay periods.

Principal Combined Fund Organization (PCFO): The nonprofit organization that administers the local campaign and acts as fiscal agent under the direction and control of the LFCC and the OPM Oversight Director. EarthShare serves as the PCFO for the CFC of the National Capital Area.

Campaign Calendar

September 1, 2016	Official start date of the CFC
September 7	Deputy and Assistant Coordinator Training, Natcher (Building 45)
September 28	NIH's CFC 2016 Kickoff, In Front of Building 1, 11:00 a.m. to 1:00 p.m.
October 6	First Report Day—continues every week throughout the campaign
October 11	“Show Your Cause” Day
October 13	IC Directors Challenge
October 27	R&W's CFC Halloween Party Building 31 Patio, 11:00 a.m. to 1:00 p.m.
November 1	“Show Some Moves” Challenge
November 21	“Random Actos of Kindness” Day
December 15	R&W Drawing Deadline—Winning entries pulled the following week
December 15	Campaign Solicitation period ends (unless extended by OPM)
January 20, 2017	Deadline to enter CFCNCA's Campaign Contest (go to cfcnca.org for information)
March 2017	NIH CFC Awards Ceremony for IC Coordinators, and Deputy and Assistant Coordinators, Wilson Hall, 1:00 p.m. to 2:00 p.m.



Coordinator Checklist

Get Started

- ☐ Review 2016 goal and results from past campaigns.
- ☐ Review campaign timetable.
- ☐ Make a campaign plan including posters and signs, events, and email messages to IC staff.
- ☐ Meet with your EO.
- ☐ Recruit Keyworkers.
- ☐ Schedule Keyworker training.
- ☐ Place supply order with Monica Hanson.

Monitor Your IC's Progress to Goal

- ☐ Review weekly messages from NIH Campaign Manager and NIDA's CFC team.
- ☐ Review weekly spreadsheets detailing progress to goal (attached to NIH Campaign Manager's weekly message). Compare your progress to goal to past year's achievement.
- ☐ Supervise your IC's Keyworkers and confirm they have reach out to all their contacts.
- ☐ Review IC staff list to ensure all IC staff have been assigned a Keyworker and have been asked to participate.

Promote the Campaign Across Your IC

- ☐ Hang posters.
- ☐ Post campaign information on your IC's website/intranet.
- ☐ Invite your IC's staff to the NIH CFC Kickoff on Wednesday, September 28.
- ☐ Create events and activities that build awareness for the campaign.
- ☐ Work with your IC Director and EO to send out campaign emails to employees.

Report Contributions

- ☐ Follow weekly reporting procedures.

Closeout

- ☐ Confirm with each of your Keyworkers that all paper pledges have been submitted.
- ☐ Recognize and thank your Keyworkers.